

**PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)**  
**International Visitor Leadership Program (IVLP) ECA/PE/V-14-05-OY-B**  
**Office of International Visitors**

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the Office of International Visitors (ECA/PE/V) for the International Visitor Leadership Program (IVLP). Proposals must conform to the RFGP, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI).

Applications not adhering to the conditions set forth in this document may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are In Addition to the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program-specific Guidelines and the instructions provided in the solicitation letter or RFGP, the letter of solicitation or RFGP is to be the dominant reference.

**I. STATEMENT OF WORK**

IVLP participants are current or potential foreign leaders in government, politics, media, education, science, non-government organizations (NGOs), the arts, and other disciplines. They are nominated by officers of U.S. embassies overseas, approved by U.S. Department of State (DOS) staff in Washington, D.C., and generally have little or no significant exposure to the United States. See Attachment I for a glossary of IVLP terminology.

The award recipient is expected to develop substantive and highly-customized projects that offer IVLP participants a well-balanced, well-paced, and varied experience. These projects must make a significant contribution to the professional development of individual participants while meeting all DOS and Office of International Visitor (OIV) foreign policy goals and objectives.

Specific responsibilities include:

- A. Develop the full range of IVLP projects (Regional, Voluntary Visitor, and PL 402) including Individuals, Individuals Traveling Together, Single-Country Projects, Sub-Regional Projects, Regional Projects, and Multi-Regional Projects for participants from all regions of the world.

B. Arrange IVLP projects around the specific themes provided by DOS staff. Project themes typically include, but are not limited to the following:

- Agriculture
- Counterterrorism
- Democracy and Human Rights
- Economic and Business Development
- Education
- Environmental Issues
- Freedom of Information
- International Crime
- Media
- Rule of Law
- Science and Technology
- Tolerance and Diversity
- U.S. Foreign Policy
- U.S. Government
- Women's Issues

C. Design projects, typically two to 21 days duration, that are balanced, non-partisan, and representative of the diversity of American political, social, and cultural life. Balance and diversity should be reflected in itinerary, geography, and community size; the range of opinions and perspectives to which participants are exposed; the professional backgrounds of interlocutors; the ethnic, socio-economic, religious, and age diversity of the American people with whom participants meet; and other factors which may be of relevance to the particular subject or participant(s) for whom programming is being arranged.

D. Plan and implement the Washington, D.C. portion of all projects (including appropriate and relevant appointments, site visits, and social/cultural experiences) assuming that the majority of projects will commence in Washington, D.C. The Washington, D.C. program should include a project orientation with an overview of the project theme and related issues and a central examination of federal policies regarding the theme. Group projects should also allow sufficient time to allow participants to interact informally and allow personal connections to develop. Award recipients are responsible for securing all appointments for the Washington, D.C. portion of the project unless otherwise specified; however, appointments at many federal agencies require DOS support to ensure other agency support.

- E. Develop project plans and itineraries which include visits to approximately three to five regionally diverse U.S. communities including a combination of metropolitan and rural areas. Oversee the development of local programming in cities throughout the U.S. working with National Council for International Visitors (NCIV) affiliates, known as Councils for International Visitors (CIVs), in communities where they exist. If no NCIV affiliate exists in a community deemed vital for the success of the project, the award recipient must work with other local organizations in the community to arrange appropriate programming. The award recipient must contact CIVs or other local organizations to discuss project themes, the availability of project dates, local resources, and logistics.
- F. Work closely with DOS ECA/PE/V program officers who will guide the award recipient through project content issues for the full range of IVLP projects. Significant consultation and coordination is required between ECA/PE/V and award recipient staff for each type of project. The ECA/PE/V program officer responsible for the national program exercises final authority in approving project design, pace, itinerary, and budget expenditures meeting IVLP guidelines.
- G. Work with English Language Officers (ELOs) and Interpreters (Is) to enhance the participants' experiences during projects. The ECA/PE/V program officer responsible for the national program, through the Office of Language Services, arranges for the services of ELO/Is on a contractual basis with the DOS for most IVLP projects. The award recipient is required to brief these contractors on project goals and design when they are assigned to a project and to work with them to ensure successful implementation of the project.
- H. Carry out all administrative, logistical, and reporting responsibilities as established by the assistance award and all relevant federal guidelines and circulars: coordinate domestic travel plans, secure tickets for domestic travel, arrange ground transportation, and make hotel arrangements for IVLP participants and ELO/Is.

- I. Manage funds and disburse per diem payments to IVLP participants and ELO/Is, and coordinate with CIVs to manage project meeting requests, local hotels, transportation arrangements, and other details to ensure smooth implementation of each project.
- J. Handle emergency situations (medical or other) that may arise during a project in collaboration with the DOS. Enroll IVLP participants in the DOS accident and sickness health coverage plan. All participants on a J-1 visa are eligible for this coverage.
- K. Maintain office technology capable of exchanging information electronically with all partners involved in the IVLP. To facilitate communication with the DOS and local sponsors, the award recipient must have: e-mail capability; Internet access; and the capability to electronically communicate with the DOS standard data exchange mechanism, the Electronic National Program Agency (eNPA) application, or the mandated standard data format submission that is established as an interface to existing legacy systems.
- L. Prepare program books (itineraries) and other supporting documents (e.g., appointment requests and confirmations, participant welcome letters, and mailing labels) for participants in each project according to the standard ECA/PE/V format outlined in the IVLP Guidelines Manual. Program book drafts must be submitted to the ECA/PE/V program officer responsible for the national program for review and approval. The eNPA software allows award recipients to develop the program book and other supporting documents and generate them directly into Microsoft Word.
- M. Attend the project opening session with the ECA/PE/V program officer for a discussion of the programmatic, logistical, and administrative aspects of the project. Closely monitor the progress of the project as it unfolds through frequent consultation with the DOS program officer and ELO/Is, and work with CIVs to adjust the project as necessary. Attend the program evaluation session when requested by the ECA/PE/V program officer responsible for the national program and submit an evaluation report according to reporting requirements outlined in the Attachment III.

- N. ECA/PE/V will at times have participants with disabilities who need extra funding for reasonable accommodations. Once the need is determined, the Recipient is authorized to procure the service ensuring that the needs of the US government are balanced against the needs of the individual participant.
- O. The Recipient shall make every effort to use vendors properly procured by the National Council for International Visitors (NCIV) on behalf of the International Visitor Leadership program (e.g hotels, ground transportation, etc.). NCIV is responsible for distributing approved vendor lists to the Recipient. If there are no approved vendors identified, then the Recipient shall be responsible for procuring the necessary services using their internal procurement procedures.
- P. Your proposal should highlight your efforts to use social media in at least ten percent of your programs to increase the multiplier impact of projects and to enhance the overall goals of the IVLP. Please include in your proposal a plan to include the relevant program officer and the communication officer in your social media strategy.
- Q. ECA welcomes innovative ideas on how organizations can leverage appropriate mobile and/or online technologies to maintain engagement among exchange participants, encourage project collaboration and widen participation in the overall project to a broader audience. ECA strongly encourages organizations submitting proposals in response to this solicitation to suggest one or more virtual exchange components to complement the in-person exchange. The virtual exchange component(s) could come before, during and/or after the physical exchange. The objective for the virtual exchange component(s), defined as technology-enabled, sustainable, people-to-people, cross-cultural exchanges, is to augment the impact of the in-person exchange described in this solicitation. ECA encourages organizations to propose virtual exchange ideas that take advantage of ECA's existing web and social networking platforms, including our International Exchange Alumni space. Virtual exchange components would be coordinated with and approved by the ECA program office and U.S. missions abroad on a project by project basis.

See Attachment II: *NPA Responsibilities* and Attachment III: *Required Information to be Supplied to the Program Office* for additional details concerning the proposal and programming.

## **II. PROGRAM-SPECIFIC GUIDELINES**

The scope of work and most award recipient responsibilities are common across all types of IVLP projects; however, there are some important variations in the planning procedures and cycles of each type of project. Proposals should address how the applicant will adhere to current guidelines as clarified in the most recent IVLP Guidelines Manual and all POGI attachments.

## **III. PROPOSAL CONTENTS**

Applicants should submit a complete and thorough proposal describing their program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

The proposal should describe how the organization intends to carry out the Statement of Work contained earlier in this section. The proposal should demonstrate a clear understanding of the work to be undertaken and outline the responsibilities of all key personnel involved. The proposal should set forth in detail the award recipient's management approach and work plan/timeframe.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements. Proposals should include the following items:

### **TAB A: Application for Federal Assistance Cover Sheet (Form SF-424)**

### **TAB B: Executive Summary**

Provide the following information (limited to one double-spaced page):

1. Name of organization/participating institution(s)
2. Beginning and ending dates of the program
3. Nature of activity

4. Funding level requested from the Bureau including the total administrative cost and the total cost share from applicant and other sources
5. Scope and Goals
  - a. Description and approximate number of participants and approximate number of projects
  - b. Wider audience benefiting from program (overall impact)
  - c. Expected geographic diversity of program, both in the U.S. and overseas
  - d. Anticipated results (short and long-term)

**TAB C: Narrative**

If submitting electronically, in 20 double-spaced, single-sided pages provide a detailed description addressing the areas listed below:

1. Vision (statement of need, objectives, goals, benefits)
2. Program Activities
3. Program Evaluation (including how management practices and projects will be evaluated)
4. Project Management
5. Work Plan/Timeframe
6. Lessons Learned, if applicable

**TAB D: Budget Submission**

Provide a detailed budget that includes only administrative expenses. Administrative costs are those costs that include applicant's staff salaries, benefits, telephone, fax, printing, office supplies, etc.

The budget must include:

- budget table
- budget summary
- narrative describing each expense

All overhead costs associated with the program (for supervision, financial management,

and other overhead expenses) are to be included in the proposal and should be controlled, reduced, or shared. The costs of support/central office in any parent agency (whether covered through an indirect costs' rate or as a direct cost) should be limited or cost shared to the extent possible and explained in the narrative. Concrete plans to streamline operations covered by overhead and non-program staff functions should be described in proposal submissions. The Bureau is committed to containment of administrative expenses, consistent with overall program objectives and sound management principles. Additional budget guidelines are explained in the Solicitation Package and the mandatory PSI.

Budget submissions should include the types and numbers of projects the applicant proposes to program during the agreement period. As a visual aid, the *Workload and Resource Table* (Attachment IV) should be included at the end of the Tab D. Suggested preparation timeframes can be used as a guide and should be explained in the narrative section of your budget.

The recipient is ultimately responsible for programming the specified or agreed upon number of participants in the final cooperative agreement. During the programming year, the participant numbers should be considered a floor and not a ceiling. For proposals responding to a renewal of an existing cooperative agreement, the budget submissions should be based on the number of participants specified in the solicitation letter.

Include as part of the budget proposal plans for most or all of applicant's staff to attend the appropriate NCIV national meeting in Washington, D.C., and for a percentage of applicant's staff to attend any scheduled regional NCIV meetings in other U.S. cities.

For the budget presentation, submit a six-column budget table including the following information:

Column 1	Approved FY <u>2013</u> Bureau Funding Level
Column 2	FY <u>2013</u> Actual (Actual expenses to date plus estimate of expenses through end of funding request)
Column 3	FY <u>2014</u> Bureau funds request
Column 4	Amount of Cost Sharing in FY <u>2014</u>
Column 5	Total FY <u>2014</u> Budget (Total of columns 3 and 4)
Column 6	Percent of Difference Between Columns 3 and 1 (Indicate with +/-)



**TAB E: Staffing/Resumes**

Provide a list of all individuals working full-time on the IVLP. If individuals are not full-time employees indicate percentage of their time spent on the IVLP. Include any seasonal employees expected during the program year. The staffing list should include job titles, salary level, and years of service with the organization. Resumes of all program staff should be included in the submission. No resume should exceed two pages.

Please identify the individuals you have included in your staffing list that your organization designates as key personnel. Key personnel are those individuals who have direct responsibility for the cooperative agreement and whose absence directly effects the continuation or provision of services under the cooperative agreement. During the course of your cooperative agreement, you will be required to obtain prior approval for any changes, prolonged absences, or significant adjustments for any individuals on this key personnel list.

**TAB F:**

1. Assurances – Non-construction Programs (Form SF-424B)
2. Copy of IRS notification of current tax-exempt status
3. **Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:
  - Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.
  - Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of the final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description

of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

4. Include other attachments, if applicable, i.e. the SF- LLL form (Disclosure of Lobbying Activities Form), etc.

#### **IV. REVIEW PROCESS**

Eligible proposals will be subject to compliance with federal and Bureau regulations and guidelines, and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other DOS elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards (grants or cooperative agreements) resides with the Bureau's Grants Officer. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds.

#### **V. REVIEW CRITERIA**

The submission will be reviewed according to the following criteria.

1. **Evidence of Understanding/Program Planning:** The proposal should convey that the applicant has a good understanding of the overall goals and objectives of the IVLP. It should exhibit originality, substance, and precision in developing projects, and be responsive to the requirements stated in this document and the renewal solicitation letter. The proposal should contain a detailed and relevant work plan that demonstrates substantive intent and logistical capacity. It must adhere to the statement of work and program guidelines described in the solicitation letter (if applicable) and this document.

2. **Support of Diversity:** Proposals should demonstrate substantive support of the Bureau's commitment to promoting the awareness and understanding of diversity. Achievable and relevant features should be cited in both program administration (selection of program resources, interlocutors, and project venues, etc.) and project content (orientation and wrap-up sessions, meetings, resource materials, and follow-up activities). Pursuant to the Bureau's authorizing legislation, programs must maintain a non-political character and should be balanced and representative of the diversity of American political, social, and cultural life. "Diversity" should be interpreted in the broadest sense and encompass differences including, but not limited to ethnicity, race, gender, religion, geographic location, socio-economic status, and disabilities.
3. **Institutional Ability:** The award recipient must maintain a Washington, D.C. presence. The proposal should clearly demonstrate the applicant's capability for performing the type of work required by the IVLP and how the institution will execute its program activities to meet the goals of the program. The proposal should reflect the applicant's ability to design and implement, in a timely and creative manner, professional exchange programs which encompass a variety of project themes. The applicant must demonstrate the potential for programming IVLP participants from all regions of the world. The proposal should demonstrate an institutional record of a minimum of four years of successful experience in conducting professional exchange programs similar in nature and magnitude to the scope of work outlined in this solicitation. Applicants must demonstrate how their organizations will effectively consult with DOS program officers on a regular basis to ensure that the assigned visitor projects will consistently meet program objectives. Proposals must demonstrate an institutional record of responsible fiscal management and full compliance with all reporting requirements for past Bureau cooperative agreements as determined by Bureau Grants staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants.

4. **Project Evaluation:** While award recipients do not have sole responsibility for program evaluation, proposals should describe how the award recipient will evaluate the activity's success, both as the activities unfold and through required reporting at the conclusion of group projects, and address how lessons learned will be incorporated in future project planning. A description of the methodology used to link outcomes to original project objectives is strongly recommended. Applicants should also indicate how they will evaluate their project management.
5. **Cost-effectiveness and Cost Sharing:** The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All costs, such as building maintenance, should be necessary and appropriate. Proposals should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

## **VIII. APPLICATION SUBMISSION**

**The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, contact Diane Crow, Branch Chief, Community Relations Branch, (ECA/PE/V/C/R), Office of International Visitors, by e-mail at: [crowde@state.gov](mailto:crowde@state.gov).**